

## Why People Spend Time with Magazines:

- it makes them smarter
- personal time out
- stories
- relevant
- they trust it
- talk about it and share it
- learn things there first

## Qualities:

- connects them with others
- touches them, expands views
- helps improve them
- tailored to them
- personal time out
- give them something to talk about

What's the magazine's discernable voice, look, worldview?

## Rejection rate for freelance writers very high. So, what to do:

1. know the magazine
2. know the audience
3. know the history
4. know the story
5. know the voice

[Writer's Market](#) a great tool.

## Know your audience:

- Who are they?
- What are their characteristics, needs, interests?
- How do you take this background knowledge and shape your story to meet their needs?

## History:

- What has the magazine previously published?

## Know the story:

- Research

## Know the voice:

- What is the style and distinctive identity

Architecture:

Three-well format:

Front section, feature section, back section: called break of the book.